



Minutes of the Meeting of the South Pasadena Tournament of Roses Committee

Meeting convened August 2nd, 2021, 7:30pm

- Chairperson, Brant Dunlap called the meeting to order on August 2nd, 2021 at 7:33 pm.
- Pledge of Allegiance.
- **Roll Call:**
 - **Committee Members Present:**
 - Alan Vlacich
 - Bill Cullinane (NV)
 - Bill Glazier
 - Brant Dunlap
 - Courtney Dunlap
 - James Jontz
 - Janet Benjamin
 - John Vandercook
 - Larry Chiles
 - Leland Glauz
 - Sandy Fielding
 - Wende Lee
 - **Committee Members Absent:**
 - Chris Metcalf
 - Joss Rogers
 - Lisa Henderson
 - Sara Cullinane (NV)
 - Sharon Mitchell (NV)
 - Steve Fillingham
 - **Council Liaison Present:**
 - Evelyn Zneimer
 - **City Staff Liaison Present:**
 - Sheila Pautsch
- Public Comments: None
- Council Liaison Comments: None



Minutes of the Meeting of the South Pasadena Tournament of Roses Committee

Meeting convened August 2nd, 2021, 7:30pm

- City Staff Comments: Shelia said the Golf Tournament was fun and she was glad to have helped. Her suggestion for next year was to have a mobile bar out on the course. Alan Vlacich thanked her for that suggestion.
- Committee Chair Communication: Brant mentioned that Lisa had to go in for surgery to repair a pin in her ankle from her accident last year, she is recovering and will be up and about by the end of the week. Brant mentioned that Joss was in a bike accident on Sunday, bruised a few ribs, but he is okay. Shelia has secured a War Memorial key for the bottom level for our committee to use. The door must stay locked at all times, and we also need to arm it after each use. Brant mentioned Wende Lee is going to take over as Crunch Chair with help from Laura Kieffer.
- Motion to approve the Minutes from July 6th with a correction from Brant; Bill Cullinane needs to be noted as a non-voting member on attendance. Approval with correction Janet Benjamin, Bill Glazier second; all in favor.
- Approval of Treasurers Report: Sandy reported our Checking account prior to golf was at \$13,211. We did receive a refund from our old credit card readers for \$1,466. The Golf Tourney current estimated total after expenses is \$9,727. The online auction raised \$2,654.
 - Alan talked about online auction being a new addition this year, it was simple and not a lot of items. It was all profit, so we had nothing to lose. Alan thanked everyone for their help.
 - Motion to approve Treasurer's Report by Larry Chiles, second by Janet Benjamin; all in favor.
- Golf Tournament Report: John reported how fun it was, people were pleasantly surprised to see so many people. John mentioned the help from Sandy Fielding, Courtney Dunlap, Joss Rogers, Sam Hernandez, Bill Cullinane, Shelia Pautsch, MJ Craig, Wende Lee, Wendy Snow, Bill Glazier and everyone else was very much appreciated. Lots of details and planning went into making the event successful and he said it could not have been done without everyone's help. Alan reported how neat it was because we had two brand new people step in and help with big components this year. Joss made the plaques for the awards and Wende did the T-signs; things handled in the past by Paul Abbey. They stepped up to help and we really appreciate them. Alan also thanked Bill Cullinane who got extra chairs and tables for our event to accommodate everyone. Alan was open to any suggestions from volunteers on how to make the event run smoother in the future. Alan has calculated a potential net profit as \$13,000, plus



Minutes of the Meeting of the South Pasadena Tournament of Roses Committee

Meeting convened August 2nd, 2021, 7:30pm

the \$2,654 for the Auction, his hope is all expenses will be settled by next meeting, so we have a final amount.

- **Event & Site Report:** James reported the tent is up and we have power. Still moving things around and getting the leaves cleaned up which should be done in the next workday or two. We did get a porta potty delivered. James will be fixing a few things appearance wise, nothing major just maintenance so the neighbors don't complain. The tent company is going to come and tighten the tent and then we will put the side tent up next week.
 - Sandy asked about a gentleman who has a long beard kind of "hiding" behind the souvenir booth. She went by and he startled her a little. James thinks it's a neighbor named Norman who lives down the street, he keeps an eye on the site for us and cleans up when no one is around. The construction and deco crew have gotten to know him over the last few months.
- **Design Report:** James reported that he had the design meeting with Tournament. James is waiting to hear back from Brian with Tournament about the decisions made, Brant offered to reach out to him as well. James reported that we will not have to go back to a design meeting unless we make any changes.
 - Janet mentioned that we will need to get the "City of South Pasadena" signs variance since they have changed since the submitted design. Brant suggested we just email our liaison to see if she can get the committee to approve it without us attending another meeting.
- **Construction Report:** Brant reported on behalf of Joss. He mentioned the weekly updates that Janet has been sending out, and the responses have been nice. He thanked Diane Giles from our construction crew for filling in on last week's email while Janet was on vacation. We have two ostriches built, and the other two are very close behind. James picked up some pencil steal, so we can get the animals sculpted so deco can start screening them.
- **Decoration Report:** Janet reported the deco team has been helping construction, advising what products are going on so it helps them with building. Chris Metcalf found a new grower from the San Diego area; they are going to supply most of our flowers at a great price. He will highlight them as well as the farm we are using for our buffalo grass on social media as we get closer to deco week. Janet did ask the farms/growers for banners so that we can hang them up in our tent. Janet talked about the divide between deco/construction that she has been working on blending them into one team.



Minutes of the Meeting of the South Pasadena Tournament of Roses Committee

Meeting convened August 2nd, 2021, 7:30pm

This year a new work shirt has been designed, it has a Rose and torch together on the back. Construction Squad or Deco Squad on the front chest, the back will say Float Squad. The shirt colors will remain Navy for Construction and Orange for Deco.

- Brant talked about how Janet has really been pushing to keep us together as a team and thanked her for this effort.
- **Miscellaneous Fundraisers Report:** Janet talked about doing something called “Pennies for Petals”. We could get the schools and South Pasadena businesses involved. The concept is where they leave change left over from purchases in a jar, or they fundraiser at the schools by bringing change. The only downside is that as many people aren’t using cash right now due to Covid.
 - Sheila asked if we could ask businesses to offer a “round-up your purchase towards the South Pasadena Tournament of Roses”.
 - Wende mentioned we should be pushing Amazon Smile as a consistent easy “fundraiser”
 - Janet said we will do See’s Candy for Christmas, dates to follow in the next few meetings
 - Courtney mentioned that we had someone who attended the Golf Tournament suggest we should do a Poker Tournament. His name is Ryan Asao, and he has also attended and supported the Crunch Time Party the last two years, he offered to help with some contacts as well as potentially getting the event started.
 - Alan agreed that we should consider if we don’t compete with the DUDES poker tournament.
- **Direct Mail Report:** Wende reported that her and Brant did a special letter to all the new SP homeowners who purchased homes in 2020 and up to June 2021 which was 110 homes. It welcomed them to our city and introduced them to our longest standing City Tradition, let them know how they can support us through volunteering or supporting financially. Wende also put her personal email for anyone who wants to talk more about us or volunteer. We will start working on our annual direct mail letter in November, and we are going to investigate narrowing down our Audience.
- **Publicity Report:** Bill reported that he covered the Golf Tournament, and took a picture of each 4some to add on our website. He also wrote a story, but it has not yet been published. What he heard most is that it’s a low key, fun and easy fundraiser. It should be published tomorrow; he is going to put all the photos on the South Pasadenaan



Minutes of the Meeting of the South Pasadena Tournament of Roses Committee

Meeting convened August 2nd, 2021, 7:30pm

Website with the article. Bill loves the idea about the new fundraisers and would love to support them when we need him from a publicity standpoint.

- Website Report: Bill will have Sara get the golf photos up on the website. He reminded everyone that Sara can update easily, just send her an email when you need something posted. Bill also introduced Steve T., he does a lot of projects around town and wanted to join our meeting to see what we are doing.
 - Brant welcomed him and let him know if he has any questions that he can answer please feel free to ask.
- Social Media: Brant reported there is new content going up, and we have received lots of questions about Covid and asking if it will affect our build. Chris asked for people to send him information about what he could put out on social media. Not everyone on our Facebook page is a South Pasadena resident so they don't see other content when we are talked about, he tries to always share another page's post on our own page. He will be writing a story on our new growers/farmers. He will also talk about specific materials, highlighting where they will be used and a little about them. Please take pictures and send them to him if you go by the site and there's people working.
- Crunch Time Report: Wende will be our new chair. Brant has sent out about 40 corporate donations, and already has 5 in hand. Wende and Brant are still not sure if it will be in person this year, but we are still having a Crunch Time Party even if its virtual. Wende is passionate about doing something live so she will begin to work on logistics.
 - Alan mentioned we should plan for in person, but we can cancel, knowing the online auction is successful.
 - Courtney mentioned maybe an outdoor cocktail event with some items in the present and really push for the online auction. Alan said the only problem with an appetizer style it may hurt us, because people like him buy a table for 10 and so do many others.
- Comment from Wende Lee: Wende wanted to talk about her comment in regard to her comment on the South Pasadena Review in our last meeting. She did not realize it was on the record and she felt the need to comment on it. Wende mentioned that Charlie from the Outlook bought the SP Review and she showed last week's paper, she noted the overall quality and layout has improved and is much more reader friendly then in years past. She really emphasized that we should give them another chance to cover us.
 - Brant said he has personally reached out to Charlie 3 times and has gotten no response.



**Minutes of the Meeting of the South Pasadena Tournament of
Roses Committee**

Meeting convened August 2nd, 2021, 7:30pm

- Alan noted that Charlie was there at the end of Golf trying to get photos and information for an article.
- Wende also mentioned that her, Bill Cullinane and Sandy Fielding had a conversation during the Golf set up, and she feels that we as a committee are way too inclusive. We need to be open to receiving new volunteers and she doesn't feel that we are, she is really urging our committee to be mindful and think about this. Next year she hopes that we can help by shadowing others during events so that multiple people understand what someone does instead of just the same people doing the same jobs each year. Her idea through the Farmers Market starting in October with Joss is to hope to have people decorate something there and hopefully also give a donation. Wende feels we need to bring our community into our arms.
 - Brant said Farmers Market will be added to the next agenda.
- Meeting adjourned at 8:35pm. The next meeting will be on Tuesday, September 2nd, 2021 at 7:30pm.

DocuSigned by:
Brant Dunlap
AA0C507A66D3462...

9/29/2021

Approved: _____ Date: _____

Committee Chairperson